

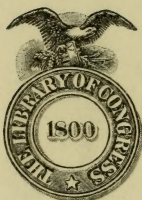
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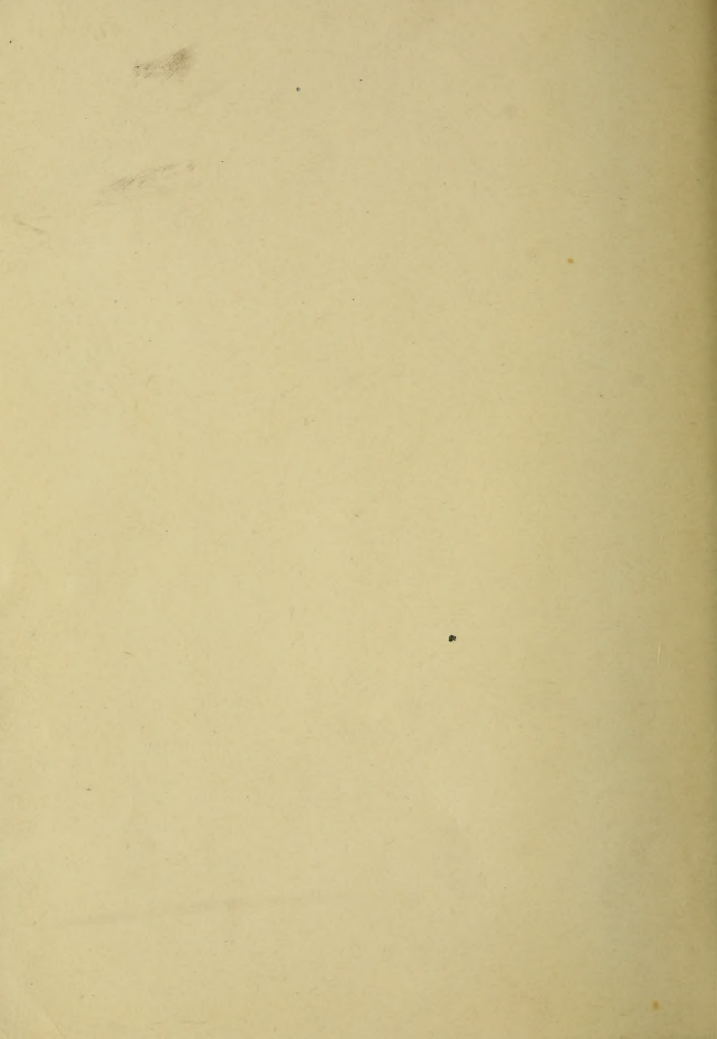
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# THE MODERN LEGHORN FARM

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WHERE DOLLARS ARE MADE WITH HENS

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Issued by the

ALTAMONT POULTRY COMPANY

(1)

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## THE MODERN LEGHORN FARM

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Where Dollars Are Made With Hens


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AS A PRODUCER of wealth, the modern, pure bred White Leghorn hen is a marvel. The earning power of this industrious lady of quality is one of the wonders of the time. Her fame has spread throughout the land, and her unfailing supply of eggs in winter is so great, that a fair sized flock of these peerless birds will make one independent for life.


Fortunes are being made in poultry culture by modern growers of pure bred White Leghorns who take the pains to give their birds decent care. The valuable flocks are yielding their lucky owners net returns annually all the way from \$3 to \$100 per hen, depending upon market or show room purposes of stock. At first glance these profits seem incredulous, but one must not condemn them too soon. Here are the facts that must be reckoned with. The modern pure bred White Leghorn hen is an early maturing bird. Her egg yield is threefold that of the farmer's scrub hen, and in the poultry-buying markets of America, the pure bred White Leghorn has taken first place as the egg bird and squab broiler of quality. In color of skin and texture of meat, it is extra fancy, in flavor it is supreme.

## UP IN THE PEDIGREED CLASS

N America, the White Leghorns owe their great popularity to the fact that they are specially adapted for market purposes. They are a leading favorite among fanciers who admire their extremely graceful style and faithful habit of filling the egg basket. But the modern White Leghorn growers do not depend altogether for their returns upon fancy prices received for their market eggs and table birds. They profit by the steadily growing demand for their pure bred breeders and their eggs for hatching.

This great utility stock is advancing by leaps and bounds. The young pure bred are eagerly sought for at prices ranging from \$5 to \$100 each. Selected matings are worth and sell up to \$50 each, and eggs for hatching sell for as much as \$1 per egg for a single sitting. There are many pure bred males that are worth \$1,000 or more each. Nobody disputes the justice of these figures, because they are based upon earning power. They are paying net returns of 25% to 100% on that valuation.

## IN THE EASTERN MARKETS

N every big market of the East the fresh-laid egg and pure bred table bird of the modern White Leghorn farms sell at a higher price than has ever been paid for an egg or table bird from any farmer's scrub flock on earth. To every high class hotel, restaurant, club, hospital and private consumer has spread the fame of the modern White Leghorn farms,



A Feathered Aristocrat

and now their eggs and table birds are going direct to these discriminating buyers who are clamoring for them in large quantities, and it is not possible for the growers to fill but a small portion of the orders, even at the highest of high prices and a premium on top of that.

We are a nation of egg and chicken eaters and these select customers, who seek only a perfect product, want their eggs and table birds to be of good repute and above suspicion. "Quality is remembered long after price is forgotten."

## WHY FRESH-LAID EGGS ARE SCARCE

**F**OR a long period of years, the supply of fresh-laid eggs in the East has been steadily decreasing. The supply has diminished to a point where only the favored few, those who can afford to pay top-notch, extra premium prices, ever get the really fresh, select article.

The decline of the fresh-laid supply is accounted for by the fact that the large cold storage packers absorb the output of the farmers' small flocks during the spring and summer and preserve it to be unloaded on the market during the fall and winter. The reason is plain. The farmers' scrub hens cannot be depended upon to produce eggs in fall and winter, and the average production of each mongrel fowl per year is small. Persistent inbreeding, poor feeding methods and lack of decent care have played havoc with the farmers' scrub flocks and curtailed the supply of fresh laid eggs in fall and winter to the point of a fresh-laid egg famine.

## THE EAST'S FUTURE SUPPLY


**I**N view of the farm conditions in the East, which are adverse to improvement, the cities look longingly to the modern growers for their future supply of fresh-laid eggs and table birds of quality. Official records show the profit producing power of the modern, pure bred White Leghorn hen, who lays her premium quality gold nuggets right through the fall and winter when every farmer's mongrel flock is idle.

The tremendous movement toward the great cities, with their densely congested population, has caused the constantly increasing consumption of eggs and table birds, and the great demand for fresh-laid eggs and plump broilers at high prices will long continue to keep far ahead of the limited supply, as these consuming masses are yearly becoming still more numerous.

The New York market pays a premium of as much as 20 cents per dozen for fresh-laid white shelled eggs, and the consumption in New York City alone is so great that there are not enough of them produced in the East to supply her demand at any season of the year. The modern White Leghorn farms are very much in the minority, and their fresh-laid eggs arrive in such limited quantity that it is no wonder they command fancy prices when they reach the city table still really fresh. It is no uncommon occurrence for buyers to contract for them at 40, 50 and even 70 cents per dozen.

Should the modern White Leghorn farms multiply a thousandfold within 100 miles of New York, that city's tremendously growing demand for upward of 120,000,000 dozens of fresh-laid eggs annually would still be unsatisfied.

### FORTUNES IN POULTRY CULTURE

UPREME quality is the pure bred White Leghorn's trade-mark. They possess the characteristic pose of thorough-breds and the males especially are disposed to display it to beautiful effect in every line of their make-up.

The White Leghorns are rated above all other breeds by the United States Department of Agriculture for their excellence in egg production. They possess great vitality, are layers of very fertile large white shelled eggs easily hatched, and their annual yield is certain and abundant. Up to and through the squab broiler age no birds put on flesh as fast as the White Leghorns, and for this reason their beautifully clear meat is softer than other varieties, and unrivaled in delicate texture and delicious flavor. The White Leghorn is the ideal squab broiler, weighing from 9 to 12 ounces. There is a large demand for these for banquets, luncheons, etc., and they bring from 80 cents to \$1 a pair. White Leghorn broilers, weighing from 1 lb. to 1½ lbs. bring as much as 50 cents per pound. These are wholesale prices paid by the commission men of New York City.

#### OFFICIAL STATEMENT



RECENT bulletin issued by the United States Department of Agriculture, for the purpose of presenting the facts as they exist, contained in part the following:

"The Leghorn fowl holds the same place among poultry that the Jersey holds among cattle. They are the premiers in laying and the standard by which the prolificness of other breeds is judged. Altogether, they are one of the most profitable breeds of poultry that can be kept on the farm, and the cheapness of their keeping will allow the raising of two Leghorns for the cost of one Asiatic."



A Lady of quality

The ALTAMONT POULTRY COMPANY realizes the rare opportunity the modern White Leghorn farm offers in its wonderful layers, which are turning off great wealth annually, and the Company knows that when the right hen is grown in the right place, the result is big returns on the entire capital invested. The White Leghorn farm offers capital a safe investment and when given careful attention, produces enormous and sure profits.

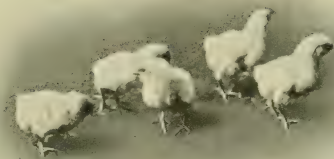
The Company is organized for the purpose of establishing a commercial poultry farm of White Leghorns in eastern Pennsylvania in accordance with the modern, scientific methods of its General Manager, whose practical knowledge of proper housing, care and feeding methods, tested and proved by experience, insures success. Ample acreage will be secured to grow most of the grain fed, thereby reducing to the minimum the largest item of expense, that of feed. The choice of several desirable farms has been offered to the Company at reasonable prices.

The Company's White Leghorn farm will combine the best equipment of pure bred stock, mammoth hot water incubator and brooder systems, colony and laying houses, etc., to be found on any modern farm in the country, and its plant will be established with special reference to soil, drainage and exposure. The entire plant is to be constructed according to the most approved plans, with special relation to health of the stock, convenience, economy and durability, and the incubator cellar, brooder, colony and laying houses will each be a separate model of utility and perfection. The highest types of White Leghorns will be grown on the Altamont Farm, and these peerless birds will not be grown to greater perfection in any other section of the world.

#### DOLLARS IN BABY CHICKS



**A** MODERN feature of poultry culture is the selling of baby chicks direct from the incubator. The constantly increasing demand for day-old chicks has reached enormous proportions, and the business will continue



### In the younger set

to grow tremendously. The large White Leghorn plant equipped with mammoth hot water incubators turning out its pure bred utility stock, will be taxed to its utmost capacity from January until June every year filling advance orders, and the limited supply will not even then equal but a very small fraction of the tremendous demand.

Day-old chicks can be shipped to all parts of the country without artificial heat, food or water, and do as well afterwards as chicks raised on the home place. The little feathered beauties come as a special opportunity to small keepers of poultry and the new beginners who have to choose between the doubtful sitting of hens and the expense and care of small machines, with uncertain results. The vexation and uncertainty of such methods has created an overwhelming demand for baby chicks of quality that is bound to advance the selling price of these little energetic aristocrats to a much higher level than ever before reached. The price now ranges up to 30 cents per chick.

## LARGE PROFIT PER HEN



IN the matter of egg-laying, the pure bred Single Comb White Leghorn hen goes in for RESULTS and gets them. Reliable records show whole flocks of these beautiful utility birds with an average of 200 eggs to the hen per year, and most phenomenal egg records are constantly reported for individual birds. The records are quite in harmony with the productive powers of these proud, alert birds which advertise themselves as all but constant layers.

The White Leghorns come to maturity and feather much quicker than any other breed. The young pullets often begin laying when 4½ months old, and lay freely at 5 to 6 months of age at which time they reach laying maturity. From a good sized flock of these business birds of quality, a fortune is being taken in a single season and repeated season after season.

It is now planned to ultimately carry only 15,000 pure bred White Leghorn layers and 1,000 breeders on the Altamont Farm, but the Company will enlarge the plant as soon as the business forces it to further expansion. The first season about 5,000 layers will be housed. The great demand for white shelled eggs is extending rapidly to other cities outside of New York. This means that more pure bred White Leghorns than ever will be kept in other sections of the country in order to secure the extra price per dozen for these famous eggs and proves the greater value of this bird as an egg producer over other varieties of fowls.

Considering the great demand that will be made upon the incubators at the Altamont Farm, the Company will install a mammoth hot water machine of 10,500 eggs capacity, and it is expected that a further increase will be necessary the second season. This enormous output will be needed to meet the requirements of the Farm itself, running into many thousands at each hatching, and to meet the rapidly growing demand for pure bred White Leghorn baby chicks of Altamont Farm quality.

Free range open-air culture for breeding stock, pullets and laying hens will be the practice on the Altamont Farm. Plumage of lustrous white, which denotes perfect condition of the White Leghorns, shanks, toes and bills yellow as gold and combs red with health, are obtained by the farm-grown colonies, whose vigor and vitality, uniform color, shape and size count for quality unsurpassed in this world's best breed of profitable egg producers.

The Company will supply fresh-laid eggs, baby chicks, broilers and breeders to the best class of private trade in the United States, direct from its Farm to the consumer, thus eliminating the middleman and securing the top premium prices paid by the quality seekers for the White Leghorn's famous eggs, baby chicks, broilers and breeders, which are 35 to 70 cents per dozen for the market eggs, 15 to 30 cents each for baby chicks, \$1 to \$1.40 per pair for the broilers, \$2 to \$12 per dozen for the sitting eggs and \$2 to \$100 each for the breeding stock.

Upon the basis of only 144 eggs per hen per year, and the very low price of only 35 cents per dozen for the market eggs, 15 cents each for baby chicks, 40 cents each for the young broilers, \$2 per dozen for sitting eggs and only \$2 each for breeders, a commercial farm of 15,000 of these prolific layers and 1,000 breeders, properly cared for, should give the following results:

### REVENUE

180,000 dozen eggs at 35 cents	
per doz. ....	\$63,000
15,000 yearlings as breeders, at	
\$2 each ....	30,000
15,000 male broilers at 40 cents	
each ....	6,000
50,000 baby chicks at 15 cents	
each ....	7,500
1,000 sittings of eggs at \$2 per	
sitting ....	2,000
Manure ....	2,000
	<hr/>
	\$110,500


### EXPENDITURE

Raising 15,000 pullets to laying	
maturity ....	\$4,500
Maintaining 15,000 pullets through	
laying season ....	9,000
Raising 15,000 cockerels to broiler	
size ....	2,250
Yearly cost of maintaining 1,000	
breeders ....	900
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	\$16,650

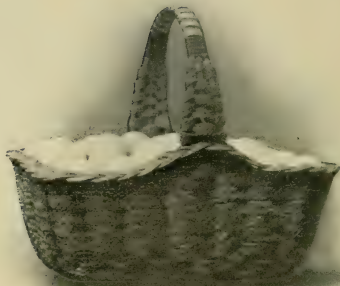
NET PROFIT .... \$93,850

These earnings will pay an annual dividend of 50% on the Company's capital of \$100,000 and still leave a yearly surplus of over \$43,000 for maintenance of property and for increase of output and profit. They take no account, however, of the splendid increase in net earnings each year from the sale of baby chicks, breeding stock and eggs for hatching from our pens of special matings, to poultrymen from every section of America who desire to introduce new blood and improve the show room quality of their pure bred White Leghorn flocks.

### FORTUNES IN POULTRY CULTURE

HEN rightly conducted, no business can yield better returns to its shareholders than the commercial White Leghorn farm growing the hardy, profit-paying White Leghorns of quality. On the Altamont Farm, the entire output of the laying houses will be produced under perfect sanitary conditions. Filth and vermin (the prevalent cause of disease) will be unknown, and the great perfection of the beautiful flocks, their phenomenal egg yield, distinctive broiler and breeding qualities, the housing and feeding methods of great perfection emphasizes the value of the business Altamont Farm.

It comes with clearness and force that the present high prices for the modern White Leghorn farms' fresh-laid eggs, broilers and breeders of quality have come to stay, and there is such a tremendous demand for their output, and the number of modern White Leghorn farms so lim-



These must be in every market basket

ited, that the present generation will see no let-up in the volume of orders annually pouring into these wonderful plants for their peerless product.

Accepting the foregoing statements as representing the actual poultry conditions in this country, it is clearly evident that the Altamont Poultry Company's stock is bound to become an excellent dividend-paying investment, commanding a handsome premium far beyond its par value.

**ALTAMONT POULTRY COMPANY**

145 Produce Avenue

Philadelphia, Pa.







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